

★ ANNOUNCING ★

# SPRED *Luster*



COMPANION TO SPRED FLAT  
The Wonder Wall Finish

AMERICA'S NEWEST  
PAINT DISCOVERY  
It's New! It's Different!

*The Symbol of*



*Color Authority*

# GLIDDEN

*Everywhere on Everything*

# FIRST WATER-MIX ENAMEL IN THE WORLD

**SPRED LUSTER**—a gleaming, lustrous wall finish that washes like a china plate. Goes on like magic . . . painters say twice as fast as old style wall paints. Has no odor. Requires no undercoating or sizing. Brushes are easily cleaned with water. SPRED Luster is a high oil content water-mix enamel.

SPRED Luster is the ideal enamel for bathrooms and kitchens, and will impart a soft lustrous finish to woodwork where the walls are painted with SPRED Flat. Colors in these companion paints are exactly alike with four exceptions. SPRED Luster and SPRED Flat can be used together safely,—they are in complete harmony.

**DECORATOR-PREFERRED COLORS.** SPRED Luster colors were preferred 3 to 1 by America's leading decorators, in a national opinion poll on wall paint colors. You'll like the quick way they clean without losing their brilliance. SPRED Luster has everyone talking about its beauty. The Colors last!

**YOU CAN'T GO WRONG** with SPRED Luster, its colors or its sheen. They are the best obtainable. Truly, SPRED Luster Enamel is far ahead of the field—it's tomorrow's enamel today! SPRED Luster colors add zest to living!

## APPROVED—BY THREE GREAT TRADE MARKS OF QUALITY



SPRED Luster has earned the Good Housekeeping Seal of Approval. This privilege is not given; it cannot be purchased; it must be earned! It means that SPRED Luster is dependable. This seal is the "Green Light" to millions of Americans.



This is the symbol of color authority. Years of leadership and pioneering research in the field of color, experience and scientific advancement, are back of this symbol. This same experience and painstaking research is behind SPRED Luster colors, thus assuring their correctness.



"Time-Tested" paint laboratories, with extensive resources, knowledge and experience, modern methods and technical personnel, have given their approval to SPRED Luster. This trademark indicates the highest quality in paints.



3312 BLUE HAZE



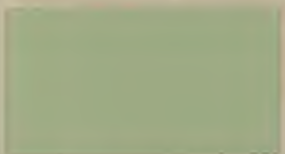
3301 IVORY SATIN



3305 SUNLIGHT



3313 DUSTY WHITE



3307 SEAFOAM



3310 LIGHT AQUA



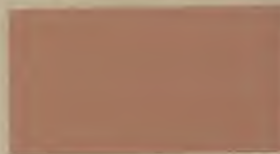
3309 FOREST GREEN



3311 BLUE JADE



3306 SOFT PEACH



3308 ROSEWOOD  
ALSO MADE IN 3300 WHITE



3302 RICH CREAM

●  
May be tinted with Glidden  
Brilliant Colors. Follow direc-  
tions on label of the Brilliant  
Colors container.

●  
You may obtain extra SPRED Luster colors by intermixing the regular colors. For your guidance, see the intermixes shown on the SPRED Flat color card. By mixing similar SPRED Luster colors according to the formula shown under each of the SPRED Flat intermixes, you will obtain comparable SPRED Luster intermixed colors.

# SPRED *Luster*

## FOR WALLS AND WOODWORK

- **EASY TO USE.** SPRED Luster flows smoothly. Cuts painting time in half!
- **WASHES LIKE A CHINA PLATE.** The gloss lasts. Beauty does not fade. Repeated washings do not hurt it.
- **FOR MANY JOBS.** Use SPRED Luster on Wallpaper, Wallboard, New or Old Plaster, Unglazed Brick or Tile, Old Painted Walls.
- **ODORLESS.** Paint with SPRED Luster winter or summer. Rooms need not be aired during or after painting.
- **BEAUTIFUL COLORS.** Smart, modern colors in the latest styles, designed for most home needs. Selected 3 to 1 by America's leading decorators.
- **DRIES QUICKLY.** Paint with SPRED Luster in the morning—hang draperies and pictures in the afternoon!
- **ECONOMICAL.** One gallon (makes 5 quarts of Luster Enamel) does the average room!

### SPRED LUSTER COLOR HARMONY CHART

Use the chart below as a quick reference guide to pleasing and harmonious color combinations with SPRED Luster colors. You will find the comparative color harmony ratings for every two-color SPRED Luster combination. The letter "E", "S", and "P" denote Excellent, Satisfactory and Poor, respectively.

SPRED LUSTER COLORS	BLUE HAZE	BLUE JADE	FOREST GREEN	IVORY SATIN	LIGHT AQUA	RICH CREAM	ROSEWOOD	SEAFOAM	SOFT PEACH	SUNLIGHT
BLUE HAZE		P	P	E	P	E	S	P	E	E
BLUE JADE	P		P	E	E	E	S	P	E	E
FOREST GREEN	P	P		E	P	E	P	E	E	E
IVORY SATIN	E	E	E		E	E	E	E	E	E
LIGHT AQUA	P	E	P	E		E	E	P	E	E
RICH CREAM	E	E	E	E	E		E	E	S	S
ROSEWOOD	S	S	P	E	E	E		S	S	P
SEAFOAM	P	P	E	E	P	E	S		E	E
SOFT PEACH	E	E	E	E	E	S	S	E		P
SUNLIGHT	E	E	E	E	E	S	P	E	P	

Code: E-Excellent

S—Satisfactory

P—Poor



# SPRED *Luster*

## FOR WALLS AND WOODWORK

- **EASY TO USE.** SPRED Luster flows smoothly. Cuts painting time in half.
- **WASHES LIKE** Beauty does not fade.
- **FOR MANY JOBS** Wallboard, New or Old Painted Walls.
- **ODORLESS.** Painted Rooms need not be vacated.
- **BEAUTIFUL COLORS** latest styles, designed by America's leading artists.
- **DRIES QUICKLY**—hang draperies immediately.
- **ECONOMICAL** (Enamel) does the same job.

### SPRED LUSTER

Use the chart below to select and harmonious colors. You will find the color two-color SPRED Luster and "P" denote Excellent.

The gloss lasts. do not hurt it.

Luster on Wallpaper, Brick or Tile, Old

for winter or summer. painting.

Modern colors in the eds. Selected 3 to 1

Luster in the morning—afternoon!

5 quarts of Luster

### ARMONY CHART

Use this guide to pleasing SPRED Luster colors. Armory ratings for every color. The letter "E", "S", and "P" denote Excellent, Satisfactory, and Poor, respectively.

### SPRED LUSTER COLORS

BLUE HAZE  
BLUE JADE  
FOREST GREEN  
IVORY SATIN  
LIGHT AQUA  
RICH CREAM  
ROSEWOOD  
SEAFOAM

SOFT PEACH  
SUNLIGHT

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	RICH CREAM	ROSEWOOD	SEAFOAM	SOFT PEACH	SUNLIGHT
BLUE HAZE	E	S	P	E	E
BLUE JADE	E	S	P	E	E
FOREST GREEN	P	E	P	E	E
IVORY SATIN	E	E	E	E	E
LIGHT AQUA		E	E	P	E
RICH CREAM	E		E	E	S
ROSEWOOD	E	E		S	S
SEAFOAM	P	E	S		E
SOFT PEACH	E	E	E	S	P
SUNLIGHT	E	E	E	S	P

Code: E-Excellent

S-Satisfactory

P-Poor